



**Presenting Sponsors**



**Gold Sponsors**



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# EXHIBITORS!

Showcase your remodeled/new home or community to  
 Central Florida **Consumers & REALTORS®!**

April 9-10, 2010 • 12 - 4 p.m.

*Two Days! Two Audiences! Two locations!*

### REALTOR DAY - Friday

HBA of Metro Orlando Great Hall  
 544 Mayo Avenue  
 Maitland, FL 32751

### CONSUMER DAY - Saturday

The Home Depot at Millennia  
 4403 Millennia Plaza Way  
 Orlando, FL 32839

**Green Builder or Supplier?** We will have a special "GREEN" aisle at the Expo to showcase the latest in efficient, healthy and green homes!

Don't miss your opportunity to be part of this outstanding event!

**RESERVE BY: MARCH 12, 2010**

## RESERVATION INFORMATION

### Builders/Remodelers

- HBA Member Space \$500.99
- Non HBA Member Space \$1,000.99

### Associates

**ATTENTION ASSOCIATE MEMBERS!**  
 Exhibit space ONLY guaranteed with sponsorship.  
 Please refer to the sponsorship application for information.  
 Sponsorship for as little as \$750!

Contact \_\_\_\_\_ Company \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

*Exhibit location is determined on a first-come first-served basis. Fee includes both days. Space includes one 6-foot skirted table, 2 chairs and identification sign.*

Method of Payment:  Check # \_\_\_\_\_  Visa  MasterCard  Amex **Total \$** \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Please fax to Stacie Cornell at 407-539-2013

Payment for space must be received with application. Space is assigned on a first-come, first-serve basis.

**\*All applications MUST accompany proof of payment.**



Home Builders Are Community Builders

# How are we attracting real estate agents and consumers to the Home Expo 2010 ?

## □ Consumers

### □ Radio and Print advertising directed at consumers

- The Orlando Sentinel— Friday Real Estate Section ad plus Editorial and Friday Calendar Section ad
- Submission of editorial stories to local media outlets
- The Real Estate Book - full page ad
- Orlando Homebuyer Magazine - full page ad
- Real Radio - 30 spots, website, personality on-site at event
- **Calendar of Events**—Bright House News Channel 13, The Orlando Sentinel, Central Florida Business, Orlando Weekly, Seminole Voice, Winter Park / Maitland Observer, Central Florida Lifestyle Publications, Orlando Business Journal, West Orange Times, Southwest Bulletin. (will be submitting to about 100 other publications also)

### □ **Press Releases (submitted to)** -

950 AM WTLN, AM 540 WFLA, Bassmaster Magazine, BenefitsLink, BenefitsLink Retirement Plans Newsletter, BenefitsLink Welfare Plans Newsletter, bnetTV.com, Boating Life, Caribbean Travel & Life, Central Florida Lifestyle, CF Advocate, Charisma & Christian Life, Christian Retailing, Christian Retailing, Click Orlando, DailyCommercial.com, Designer Dream Homes, Destination Weddings & Honeymoons, East Orlando Lifestyle, Ecolife News, eliott.org, Florida Golf Central, Florida Golf Magazine, Florida News Network, Florida Realtor, Fly Fishing in Salt Waters, FOX 51 WOGX, GameSHOUT, GameSHOUT Radio, Garden Design, golfweek.com, GolfweekBusiness.com, IC Places, IIA Insight, Internal Auditor, Islands, k92fm.com, King Features Weekly Service, LaughingPlace.com, Marlin, Medical Breakthroughs, Military Money, MyFox Orlando, News Chief, Newschief.com, Observer Newspapers, Ocala.com, oldskool101.com, Orlando Business Journal, Orlando Convention & Visitors Bureau E-Newsletter, Orlando Home & Leisure, Orlando Magazine, Orlando Sentinel, Orlando Weekly, Orlando's ESPN, orlandosentinel.com, Pageantry, Radio Luz 1270 AM, Real Radio 104.1, rhythm96.com, Salt Water Sportsman, Scuba Diving, Seminole Voice, Smart Woman, South Marion Citizen, Southeast AgNet, Southwest Bulletin, SpiritLed Woman, Sport Diver Magazine, Sport Fishing, Star-Banner, StorageReview.com, Street Smart Report, Sunshine Artist Magazine, TALK 1430, Talk Radio 1190 AM WAMT, Techware Labs, The Andrea Shea King Show, The Bull & Bear Financial Report, The CW18, The Daily Commercial, The Golf Channel, The Ledger, The Ledger Online, TheGolfGazette.com, Tow Times, TurfNet, WACX-TV, Wall Street 411 Radio Network, WAMT-AM, WaterSki, WCFB-FM, wdbo.com, WDBO-AM, WDYZ-AM, WESH.com, WESH-TV, West Orange Times, WEUS-AM, WFLF-AM, wftv.com, wftv.com, wftv.com Events & Entertainment, WFTV-TV, WGGG-AM, WHDO-TV, WHERE Orlando, WHIM-AM, WHLV-TV, WHNR-AM, WHOO-AM, WHTQ-FM, WindSurfing, WIWA-AM, WJHM-FM, wjrr.com, WJRR-FM, WKCF-TV, WKMG-TV, WKSG-FM, WLAA-AM, WLBE-AM, WLKF-AM, WLOQ-FM, WMFE, WMFE-FM, WMFE-TV, WMFQ-FM, WMGF-FM, WMMO-FM, WMOP-AM, WMYZ-FM, WNDN-FM, WNDN-FM, WNUE-FM, WOCA News Talk 1370 AM, WOCA-AM, WOCL-FM, WOFL-TV, WOGK-FM, WOGX-TV, WOKB-AM, WOMX-FM, WONN AM 1320, WONN-AM, WONQ-AM, WOPX-TV, WORL-AM, WOTS-AM, WPCV-FM, WPOZ-FM, WPRD-AM, WPRK-FM, WPYO-FM, WRBW-TV, WRDQ-TV, WRLZ-AM, WRMQ-AM, WRUM-FM, WSDO-AM, WSIR-AM, WTGL-TV, WTJV-AM, WTKS-FM, WTLN-AM, WTMO-TV, WTRS-FM, WUCF-FM, WUNA-AM, WVEN-TV, WWAB-AM, WWKA-FM, WWRZ-FM, WXXL-FM, WYGC-FM, WYGM-AM, WYND-AM, Young Money

### □ Marketing in conjunction with the Parade

- Parade of Homes Orlando Website - front page
  - All Parade advertising (billboard, guidebooks, radio) will drive consumers to the Parade website

### □ FREE Home buying seminars

### □ Incentives to include prizes and attractions

- 3 Flat Screen Televisions and Cash prize for online registration
- Monty Anderson Construction Group home built onsite in The Home Depot Parking lot in 4 days!
- Dr. Anna Marie of the Weather Channel and the Greenovation of Terre Verde

### □ Special "Green" aisle that will feature Smart Ideas For a More Efficient, Healthier and Greener Home

## □ REALTORS®

### □ Print Advertising

- New Home Data Book - full page ad
- ORRA Matters - ad

### □ Email Blasts

### □ Partnership with the Orlando Regional REALTOR® Association

### □ Grassroots marketing campaign directly to agents

### □ Personal invitations to top producing agents and offices

### □ Timely and FREE CEU course plus additional free education

### □ Incentive coupon books

### □ Raffle prizes

## What happens after you sign-up for exhibit space?

1. You will be assigned an "assignment order" number which will determine your space location.
2. **After March 12th**, spaces will be assigned and you will receive the "Exhibitor Contract" to complete and return by **March 26th**.
3. Incentive coupons—As an exhibitor, you will have the option to offer REALTORS a special incentive that will be compiled with all other exhibitor incentives into a coupon book and given exclusively to attendees. Incentive examples: \$500 towards closing costs, extra ½% in commission, upgraded appliance package, etc. **Your incentive must be submitted by March 26th**. You can submit original artwork or text. Original artwork must be (H)2.125 in x (W) 2.8125 in